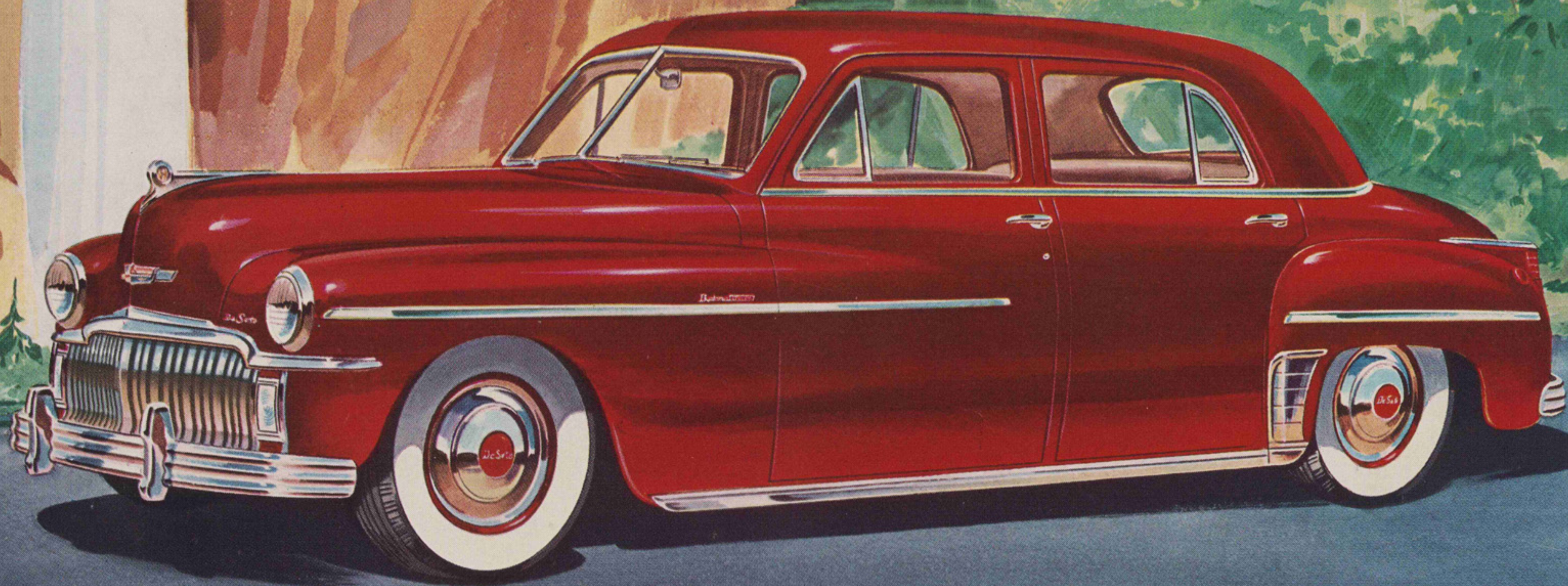
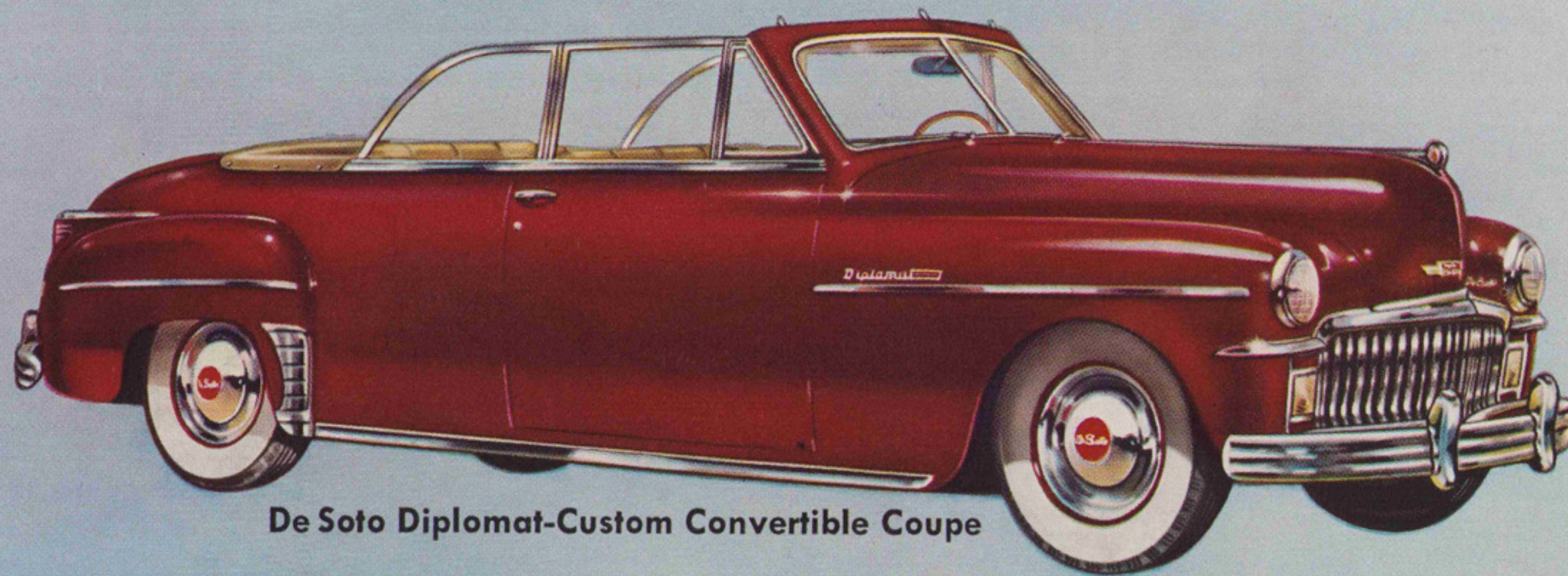


De Soto

D I P L O M A T





De Soto Diplomat-Custom Convertible Coupe

Head room in the new De Soto Diplomat is actually greater than before . . . yet overall car height has been reduced. You can wear your hat in comfort anywhere in the car.



De Soto Diplomat-Custom Club Coupe

Front seats are fifty-six inches wide, rear seats fifty-seven inches wide: yet overall car width is narrower in the new De Soto Diplomat. Easier parking and garaging, too.



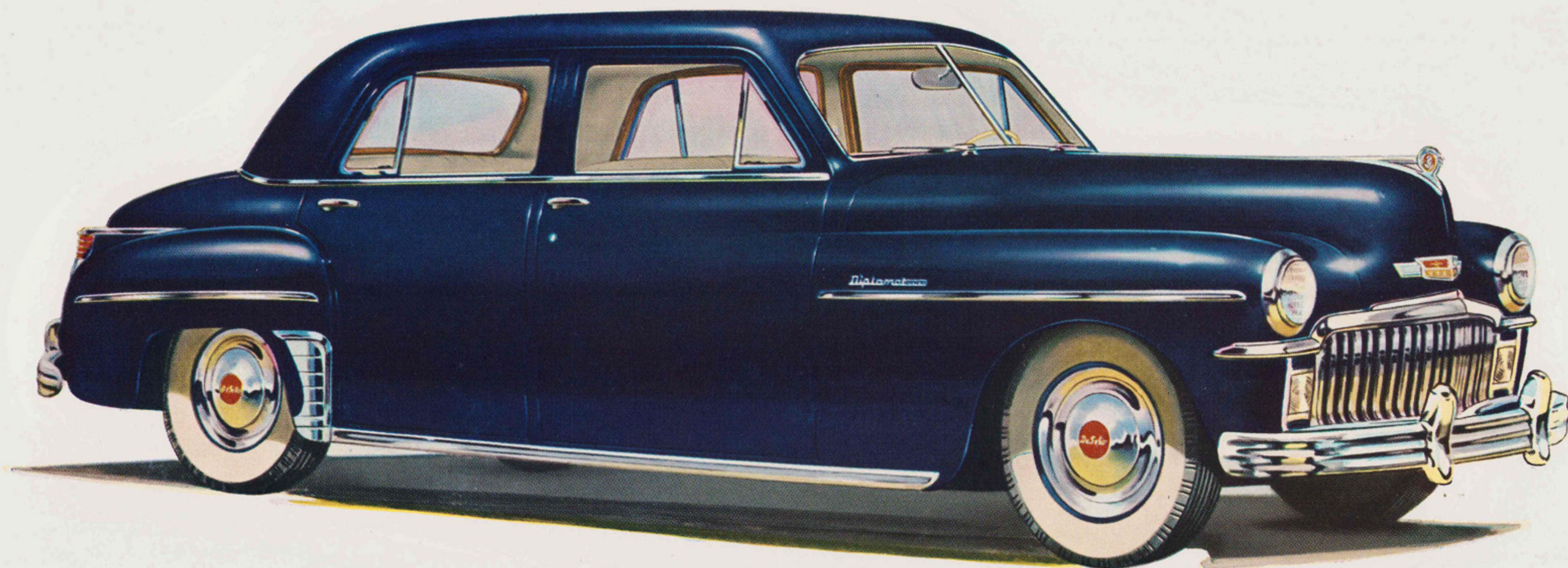
De Soto Diplomat-Custom Station Wagon

There is more leg room in the front and back seats of the new De Soto Diplomat despite reduced overall car length. Rear seat leg room is not affected by adjustment of front seat because foot rest is fixed.

Full-view windshield is 37 per cent larger for better vision. And for safer bad-weather driving, the area swept clean by the windshield wipers has been increased 61 per cent. Rear window is larger, too.

De Soto

D I P L O M A T



De Soto Diplomat-Custom 4-door Sedan

Practical new beauty and brilliant new engineering is what you get in the sensational, smart new line of De Soto Diplomat Motor Cars . . . Engineering magic greets you right from the start. You don't grope for a starter button or pedal. You don't pull on a choke. You simply turn the ignition key—and the engine starts! . . . There's a more powerful 97 horsepower engine, that out-performs all of the other great performing De Soto Diplomats! There's a new cylinder head in the engine, a higher compression ratio, and a new intake manifold. New oil control rings and a new chrome compression ring give you important savings on oil consumption and add thousands of miles to the life of the engine . . . The New De Soto Diplomat is designed to make the best possible use of its greatly increased glass area. There's 37% more in the windshield alone. Blind-spots are practically eliminated. The car has a lower center of gravity, hugs the road better. A new body construction makes it a sturdier car. Body and frame are 23% more rigid . . . It's designed for greater comfort. The outside dimensions of the new De Soto Diplomat have been reduced. But inside, the chair-height seats are wider, front and rear. You relax on soft, buoyant cushions. Long legs can stretch out and hats stay on. New rear shock absorbers resist side-sway, help make the famous De Soto Diplomat ride even smoother than ever! . . . It handles with amazing ease. Because of less overhang, the New De Soto Diplomat is easy to drive, easy to park, easy to garage. The clutch and acceleration actions are smoother, lighter. You can drive for hours and still feel fresh. Fenders flow into the body but they're still separate and detachable—and you don't have to repair a major section of the body if you dent one . . . Outside and in, it's a completely new car. Compare it feature for feature. Sit in it. Ride in it. Drive it. Then you'll surely agree: the De Soto Diplomat is ahead in style and engineering.

De Soto Diplomat seats are "knee-level" to give you full leg support for day-long journeys in real comfort. No more cramped, high-knee sitting with weight supported largely at the base of the spine.

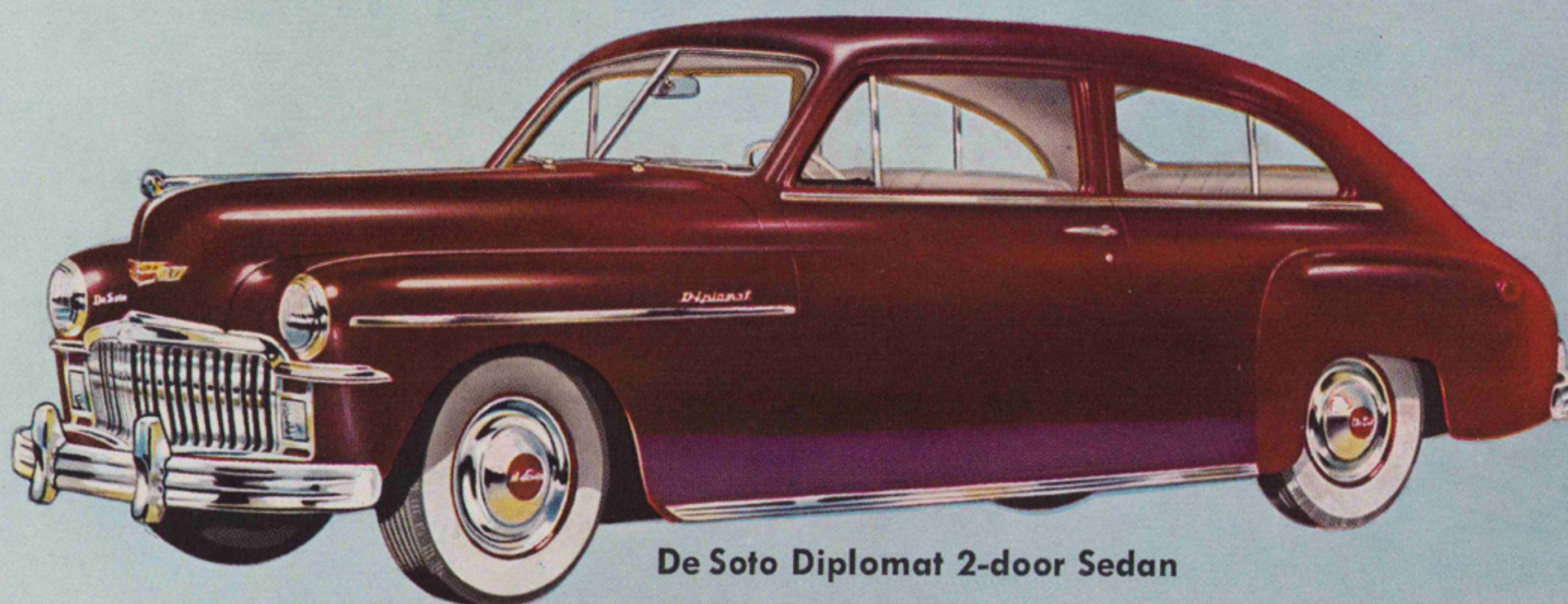
●



De Soto Diplomat 3-passenger Coupe

The new De Soto Diplomat brings you a smoother riding experience. Redesigning of chassis and body locates front and rear seats further forward for better "cradling" between the axles.

●



De Soto Diplomat 2-door Sedan

Doors open wide . . . almost 90 degrees and stay open for easy movement in or out. Rear seat arm rests are out of your way because they're mounted on the doors. Rear doors hinged on center post for safety.

●



De Soto Diplomat Utility

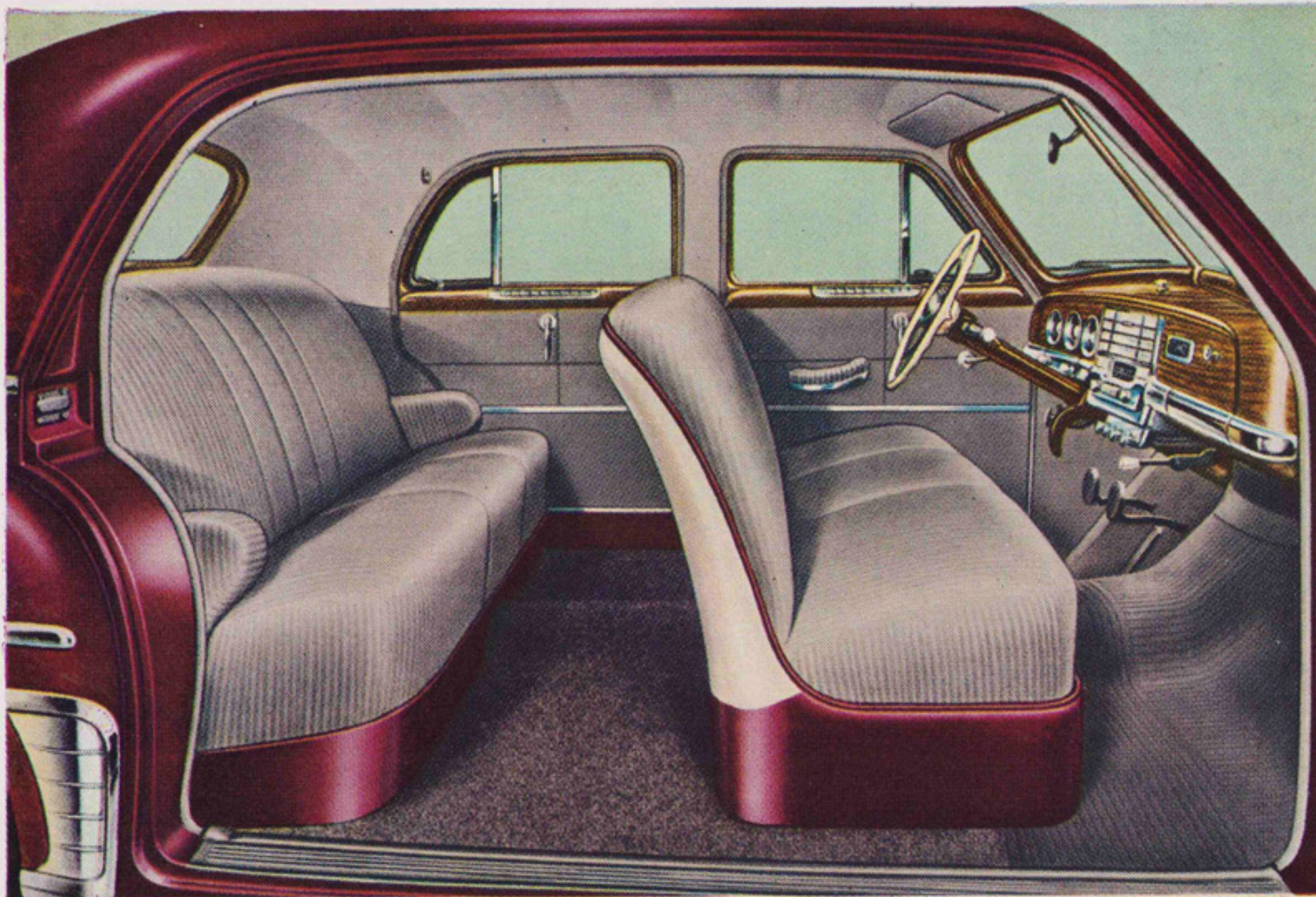
Airplane-type shock absorbers, front and rear are improved for smoother ride with minimum side sway. Mounted at the rear of the car in "sea-leg" fashion, lateral as well as vertical motion is effectively controlled.

De Soto

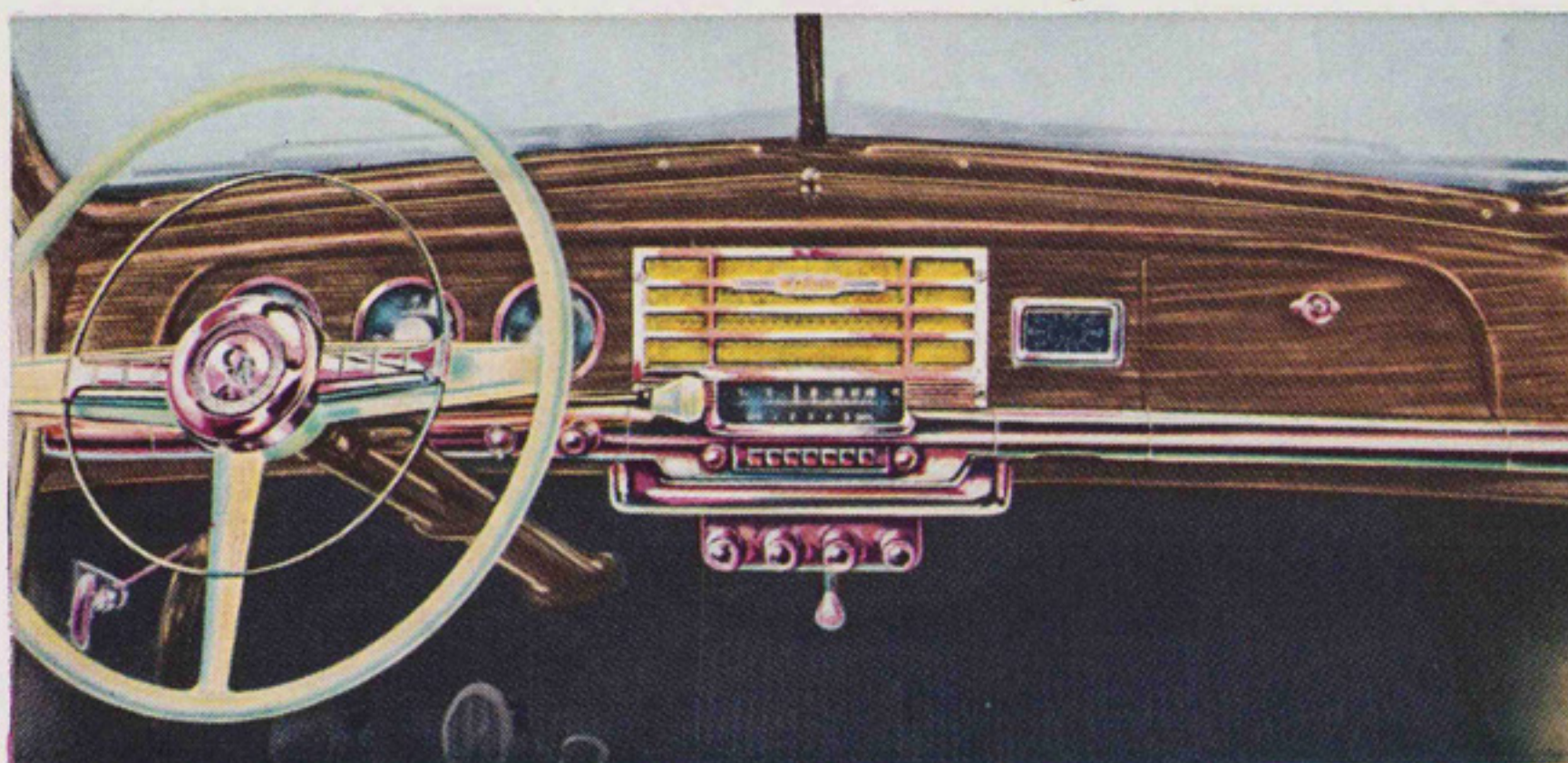
D I P L O M A T

BEAUTY THAT WILL STAY IN STYLE . . .

. . . COMFORT YOU CAN LIVE WITH

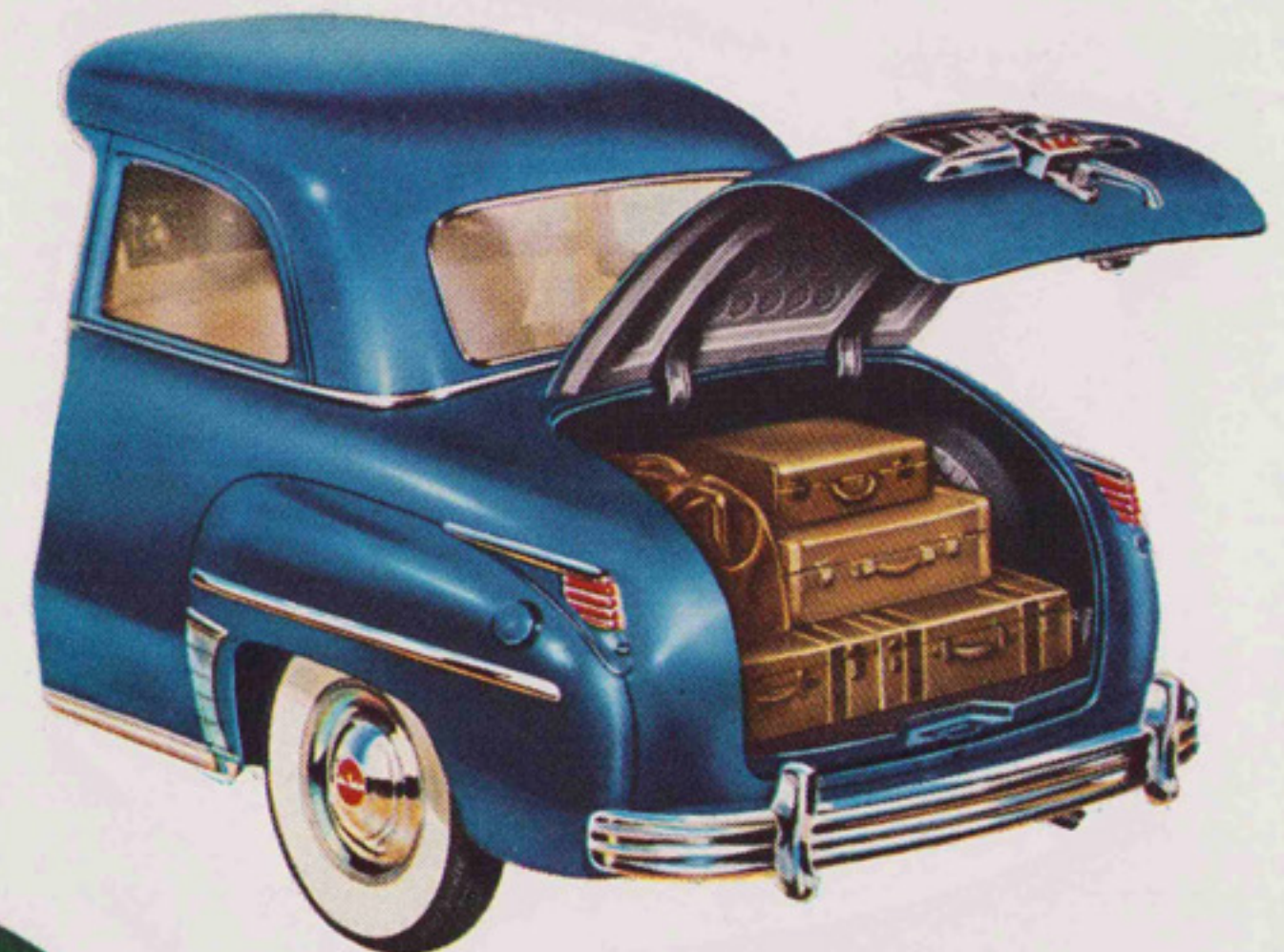
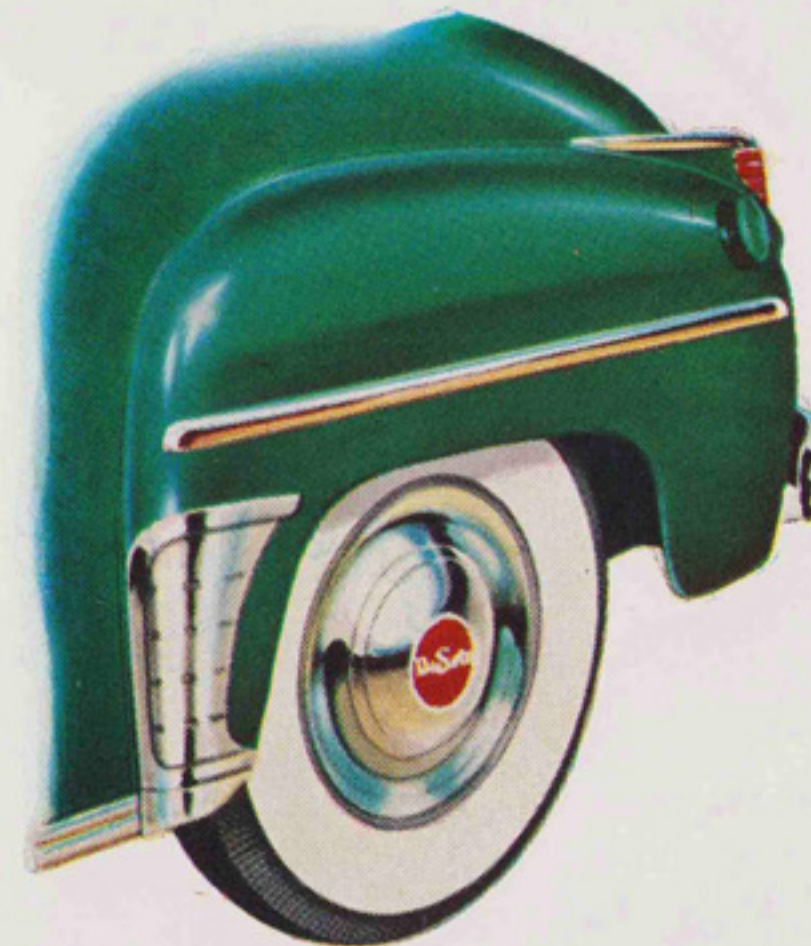


Spaciousness is the key to De Soto Diplomat comfort. There is head room, leg room and elbow room to spare. It is thrilling to step through the large, wide doors. And, inside, it is easy to sit normally and relax. De Soto Diplomat gives you broad, deep seats . . . luxury that is practical as well. The wide chair-height seats afford total comfort, both front and rear.

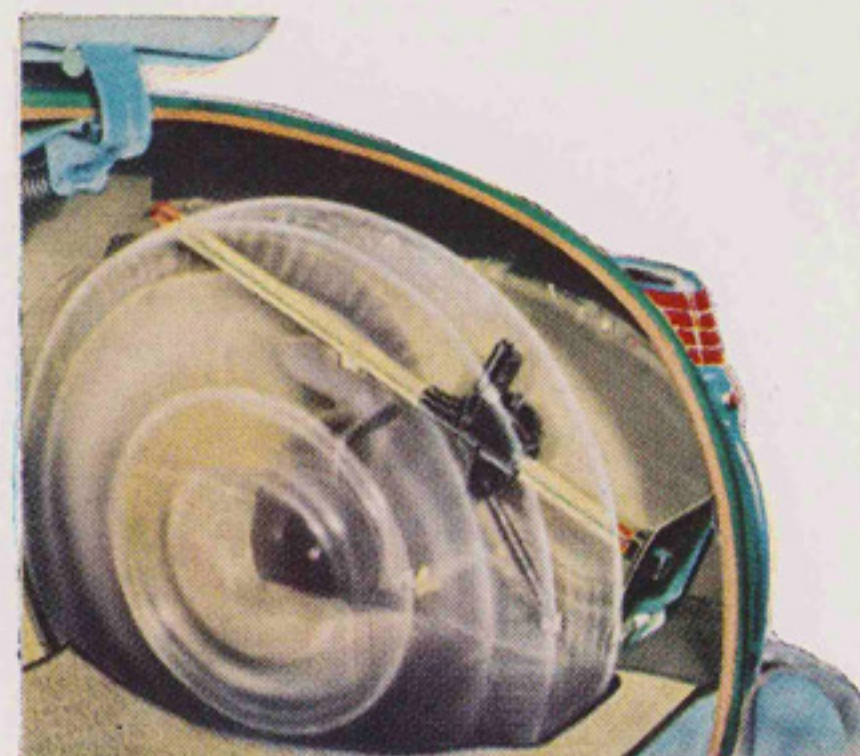


Beauty, safety and efficiency combine in the De Soto Diplomat's new walnut grained instrument panel. Its large, easy-to-read dials are grouped directly in front of the driver. Switches rotate rather than push-and-pull. The ignition key also operates the starter.

The sweeping tail lights are high on the fenders for good visibility. The lenses are plastic.



The luggage compartment is more spacious than ever. The easy-to-raise, counterbalanced lid opens conveniently at floor level so that luggage can be loaded or unloaded with the greatest ease. The spare tire and wheel are stowed upright, at one side.



The new De Soto Diplomat bumper jack stows behind the spare wheel, in a simple, rattle-proof mounting.



Smart new lines give De Soto Diplomat a well-balanced appearance at the rear. The larger rear window helps make driving easier.

SPECIFICATIONS

DE SOTO DIPLOMAT-CUSTOM 118½" WHEELBASE AND DE SOTO DIPLOMAT 111" WHEELBASE

● **ENGINE**—Six-cylinder, L-head type, Floating Power mounted. Bore 3¼" (82.55 mm). Stroke 4⅜" (111.1 mm). Piston displacement 217.8 cu. in. (3.57 liters). Compression Ratio 7.0:1. Low compression cylinder head optional. A.M.A. horsepower 25.35. Developed brake horsepower 97 at 3600 r.p.m. "U" slot, cam-ground, plated aluminum pistons with 4 piston rings each. Top ring chrome-plated. Four-bearing crankshaft. Vibration damper*. Precision-type, high-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

● **ENGINE LUBRICATION**—Force-feed from high capacity rotor-type oil pump, through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Camshaft drive chain lubricated by oil stream from camshaft. Crankcase ventilation. "Micronic Filtration" sealed-unit oil filter*. Crankcase capacity five quarts. Oil pressure gauge on instrument panel.

● **FUEL SYSTEM**—Plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic electric choke control. Oil bath air cleaner. Intake silencer*. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U.S. gallons (64 liters). Electric fuel gauge on instrument panel. Self-cleaning Oilite filter in tank at outlet.

● **COOLING SYSTEM**—Centrifugal water pump. Directional circulation, uniform to all cylinders and valve ports. Full-length water jackets. Thermostat control. Water capacity 3¾ U.S. gallons (14.18 liters). Four-blade 17 inch (43 cm) fan.

● **CLUTCH**—Dry, single-plate 9¼" (23.5 cm) diameter with cushion center. Molded woven asbestos facings. Ball-thrust release bearing with lubricants sealed in. Forced ventilation. Oilite pilot bearing.

● **TRANSMISSION**—All-Silent Auto-Mesh transmission with helical gears of carburized Amola steel. 3 speeds forward, one reverse. Blocker-type synchronizer. Trunnion-type shifting mechanism. Seven anti-friction bearings.

● **REAR AXLE**—Semi-floating Hypoid rear axle. Pressed-steel, banjo-type housing. Gears and axle shafts of Amola steel. Tapered roller bearings. Standard ratio 3.9:1 except Station Wagon which has 4.1:1. Hotchkiss drive through rear springs.

● **SUSPENSION**—Independent front wheel springing with coil springs of Amola steel. Grooved, Amola, soft acting, semi-elliptic rear springs, length 53⅝" (1.362 m), width 1¾" (4.5 cm). All leaves with tapered ends. Rubber cored bushings at front. Rubber cushioned shackles at rear. Heavy-duty telescopic shock absorbers front and rear. Rear shock absorbers in new "sea leg" position for greater stability. Steering gear ratio 18.2:1. Front end sway eliminator**.

● **CHASSIS FRAME**—Improved super rigid, double channel frame. Box-section steel side rails, ⅜" (2.38 mm) thick. Maximum depth, 6" (15.2 cm), outside width at maximum depth 31⅞" (8.97 cm).

● **ELECTRICAL SYSTEM**—6-volt ignition. Fully automatic spark advance, speed and vacuum control. Shunt-type generator with voltage and current control. Generator ventilated by centrifugal fan. Ignition-key operated starter. 15-plate battery, capacity 100 ampere hours, located under hood in left fender shield. Headlights sealed-beam type with foot control. Dual air horns*. Full-circle horn ring on steering wheel on Diplomat-Custom models. Horn button in center of steering wheel on Diplomat models. Dual taillights. Stop light. Rear license plate light. Front parking lights. Directional signals available as special equipment.

● **BRAKES**—Improved type. Hydraulic, 4-wheel internal expanding, utilizing an individual cylinder for each shoe in the front wheel brakes, self-equalized and weather-proofed. Steel backed, cast iron surface brake drums with Superfinished surface. Drum diameter 10" (25.4 cm). Molded asbestos brake lining 2" wide (5 cm) cycle-bonded to shoes, to dispense with rivets and increase lining useful area and life. Separate, external contracting hand brake for parking, mounted at rear of transmission.

● **WHEELS AND TIRES**—Demountable steel disc wheels with Safety Rims. Goodyear Super Cushion tires, black, 4-ply, are standard. Sizes: Diplomat, 15 x 6.40; Diplomat-Custom, 15 x 6.70. Heavy Duty 6-ply and White Sidewall 4-ply and 6-ply are also available at extra cost.

* On Diplomat-Custom models.

** On Diplomat Utility and Diplomat-Custom models.

BODY FEATURES

In these new bodies sound engineering set out to provide greater safety, comfort, convenience and superior riding qualities. Then it created beauty that reflects the good qualities underneath. And in the process, torsional rigidity of the new bodies was increased considerably.

All Series

Larger windshield area; greater wiper sweep; removable fenders for easy repair; chair-height seats; wide rear windows; plastic lenses in stop light, license light, parking lights and taillights; the horizontal lines of the "ridged" bumpers and "wrap around" ends complement new low body lines; grained finish instrument panel; rotary switches; ignition-starter switch; tamper proof vent window locks; out-of-the way, rattle-proof bumper jack mounting to right of vertically carried spare tire in luggage compartment.

Diplomat 111" W.B.

For the business man, the professional, the sportsman and the suburbanite, there are three new economy models providing utility, modern styling, great maneuverability and ease of parking.

Diplomat-Custom 118½" W.B.

Better cradling of the passengers between the axles and improved riding qualities, result from longer wheelbase and new body design. Interior styling includes vent wings in rear door windows; ash receiver in back of front seat; imitation leather kick pads around base of rear seat cushion, doors and front seat. Air-foam seat cushion is standard in front seat and extra in rear, except Station Wagon.

All specifications, equipment, models, body types, ornamentation and design subject to change without notice and without responsibility to the Chrysler Corporation, Export Division.

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